

# Team Up with the Love Macadamia™ Movement



## We can grow so much more love together.

The World Macadamia Organisation (WMO) is an independent nonprofit focused on increasing demand for macadamia nuts. Our goal is not to raise money or sell any products directly, but to cultivate a community of engaged and passionate community who will spread the love and consumption of macadamia nuts.

In order to accomplish that mission we launched the Love Macadamia™ movement.

On behalf of the movement and macadamia nut industry as a whole, we have created a shareable library of content. The content promotes the nutritional benefits of macadamia nuts, their unique taste and texture, as well as their versatility for use in recipes that go way beyond cookies and position them as the perfect product for mindful consumption among health conscious consumers. We are sharing this content not only on dedicated Love Macadamia™ channels, but also with macadamia nut brand owners, and retailers who sell private label macadamia nuts because we believe that more voices equal more reach and ultimately more love for these deliciously nutritious nuts.



## Why be an advocate for macadamia nuts through the Love Macadamia™ movement?

### Access to content without cost or obligation.

We are a nonprofit and do not sell any products - our goal is to cultivate a community and drive demand for the category. Supporting you helps us accomplish our mission.

### Unified messaging.

Working together with a unified message allows us to position macadamia nuts as a versatile yet luxury product that conveys value and justifies the price point— even for everyday consumption with a target audience who understands the health benefits, versatility for recipe incorporation, and luxurious taste.

### Amplified reach.

Together, our voices will go far. More advocates means a louder, stronger voice. Being a piece of the puzzle means your brand or business can reap the benefits of a growing community of avid macadamia consumers. Together we can shape the narrative around macadamia nuts among our target audience.

### Easy to start. Easy to grow.

Starting is as easy as signing up for access to our content library. The resources are continually growing and readily accessible for every advocate. And, for those who want to accelerate the growth even farther, we are open to additional engagement options.

## Love Macadamia™ Advocate Benefits

Free for all  
Movement  
Advocates

**Pre-written blogs:** Access to nutritional and lifestyle blogs ready to use on your website, social or any other content marketing platform. All nutritional blogs are science-based and backed by vetted research.



**A collection of recipes:** Access to macadamia nut based recipes that go beyond cookies and showcase how macadamia nuts can be used in salads, smoothies, and main dishes. Our recipes included images of the prepared dishes as well as preparation videos for the most popular recipes.



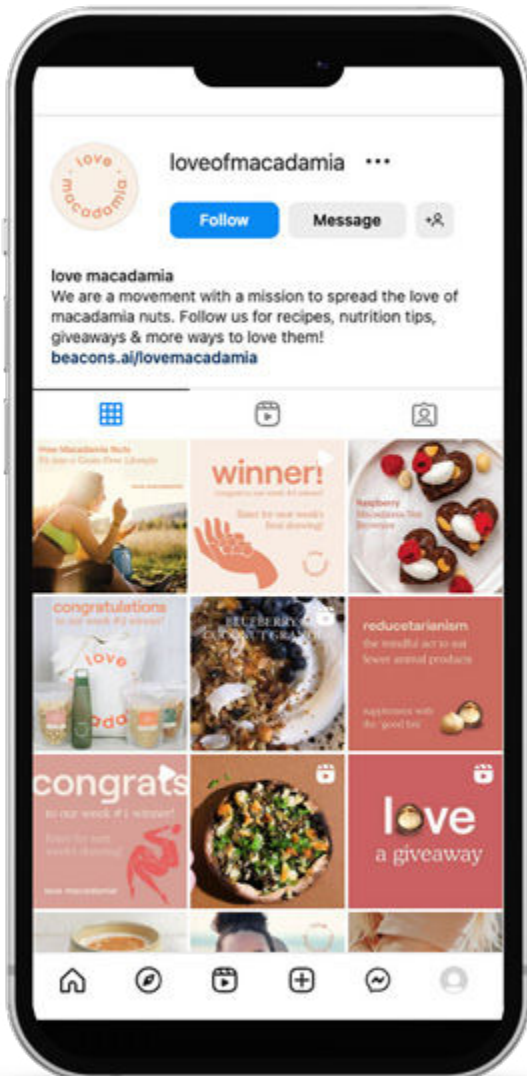
**Ready-to-use social media content:** Access to a library of images, videos, and accompanying copy that speak to the nutritional value, taste and texture, recipe creation, and lifestyle photography of macadamia nut consumers.



**Social media engagement:** The Love Macadamia™ Movement will engage with your social media content as part of our community management by liking, commenting, and sharing your posts in an effort to amplify your reach and ultimately boost your sales.



**“Brands We Love” website page inclusion:** All movement advocates who wish to be featured on our website page for brands we love in the “more ways to love macadamia nuts section” can have their product showcased and linked to ecommerce shopping or an about page.



### How to sign up.

1. Scan the QR code and enter your contact information.
2. We will then send you a welcome email that includes a username and password to access the Love Macadamia™ content library to download and use.
3. We will follow you on all of your company's social channels and start engaging with your content. If you can follow us back and do the same, great, but it is not a requirement.
4. We start growing the love of macadamia nuts together!



love macadamia™